Dallas

1959

KATHERINE GAINES
Editor

HAL DAWSON
Chairman, Editorial Board

TOM McHALE
Advertising Manager

Published by
THE DALLAS CHAMBER OF COMMERCE
DALLAS, TEXAS

Presented
by
The Dallas Chamber of Commerce

CLASSIFICATION OF CONTENTS

JANUARY — *Dallas Business*

FEBRUARY — *Committees*

MARCH — *Graphic Arts and Advertising*

APRIL — *Insurance and Finance*

MAY — *Construction and Real Estate*

JUNE — *Conventions*

JULY — *Oil*

AUGUST — *Education*

SEPTEMBER — *State Fair of Texas*

OCTOBER — *Distribution*

NOVEMBER — *Stemmons Freeway*

DECEMBER — *Annual Report*

	Issue	Page
Anniversaries		
A & P Celebrates 100 Years	Sept.	64
Ford Celebrates Fiftieth Anniversary	Dec.	22
Lone Star Cadillac	Feb.	34
Lone Star Gas Marks Half-Century of Service	July	15
Lorch Manufacturing	Feb.	36
Aviation		
Big Stakes Ride Southern Transcontinental Case	Feb.	16
City and Dallas Chamber Win Major Victory	Feb.	58
Dallas Joins the Jet Age	June	24
Dallas Requests New Air Service	May	32
Dallas Tops Southwest in Jet Service	Nov.	54
Love Field Is Nation's Third Busiest Airport	July	39
Love Field Meets Jet Age	April	62
Business		
Dallas First Six Months' Report	Aug.	22
Dallas Geared to Serve the Modern Buyer	June	28
Dallas of Tomorrow Lauded in Federal Reserve Survey	June	28
Dallas' Year-End Report	Feb.	24
Empire Central — Home Office Wonderland	May	31
Fortune's Top "500" Favor Dallas	Oct.	16
Optimism: Synonym for 1959	Jan.	12
Skyscraper Capital of the Southwest	May	27
SMU Lab Solves Problems for Businessmen	April	80
Chamber of Commerce		
Annual Chamber Dinner Will Honor Presidents	Oct.	23
Annual Dinner Cites Dallas' Leadership	Dec.	20
Annual Report	Dec.	31
Chamber Honors Nine Past Presidents	Nov.	28
Chamber Names Officers	Dec.	28
1959 Committees Take Over Chamber Projects	Feb.	10
Dodgen Joins Chamber	March	78
Efficiency Keys Move of Chamber	Nov.	51
"I Am a Citizen of No Mean City"	Dec.	21
Key to Dallas, The $25 Billion Market	March	22
"Key to Dallas": Time Saver for the Busy	Dec.	26
Life Members — Men with a Mission	Feb.	21
Membership Activities:		
Committee Begins 1959 with a Bang	Feb.	28
Committee Breaks All-Time Record	Jan.	26
Committee Goes "Over the Top"	Dec.	40
Committee Goes 43% Over Current Quota	May	44
Committee Nears Goal	Oct.	44
Committee Reaches Two-Thirds of Goal	July	24
Committee Remains Ahead of Schedule	April	50
Committee Rides Over Half-Way Mark	June	36
Committee Scores Second Best Month	Nov.	44
Committee Scores 1,456 Members to Date	Sept.	35
Committee Stays Far Ahead of Goal	Aug.	28
One-Day Drive Is Announced	March	26
The New Officers	Jan.	20
Rosamond to Head Industrial Department	Feb.	55
Retail Merchants Name Officers	Feb.	52
Shoaf Heads World Trade Department	Dec.	46
Civic Events		
Dallas Faces "Catch Up" Challenge	Jan.	18
Dallas Sets Up a Master Plan for Beauty	May	39
Community Chest Measures Dallas' Strength	Sept.	50
SMU Sets Goal	Oct.	26
Dallas Honors Six Donors of Stemmons Freeway Land	Dec.	25
Three Day Celebration to Open Stemmons Freeway	Nov.	26
Construction		
Big Town: From Cotton Patch to City of Shops	Feb.	22
Bright Construction Year Ahead	May	13
Dallas Accents Better Living	Nov.	36
Dallas Builds a New City	May	16
Dallas Leading in Housing Values	Nov.	32
Empire Club	Oct.	82
Figures Prove Dallas' Greatest Construction Boom	May	14
Mayflower Building Planned	Jan.	46
New Office Centers Ring Dallas	May	24
Southland Center: New Look for the Dallas Skyline	April	22
Where Cotton Grew and Cattle Grazed — New Homes for Dallas	May	20
Conventions		
Behind the Scenes: Professional Convention and Trade Show Services	June	22
Dallas to Draw Nation's Top Building Men	May	39
Dallas' Luxury Hotels Win Visitors	June	16
Dallas Secures Lead as Top Convention City	June	20
Excellent Motels Appeal to Dallas Visitors	June	26
IRE Conference	March	32
Kiwanis Leaders Tell Why They Chose Dallas	June	12
Sheraton-Dallas: New Host for Dallas Visitors	April	30
Success Story: The Dallas Convention	June	19
Education		
Dallas and Area Colleges Share Brilliant Future	Aug.	12
The Graduate Research Center	March	24
Institute of Management	Sept.	40
Medical Education Reaps High Return	Aug.	20
Top Flight Schools Teach Dallas Youngsters	Aug.	16
University of Dallas Conducts Fund Drive	March	74

CLASSIFICATION OF CONTENTS

	Issue	Page
Entertainment		
Colorful Cotton Bowl Festival Set	Dec.	14
Dallas Civic Opera Wins World Acclaim	Aug.	26
Dallas Theater Center: A New Pattern for Drama Art	Aug.	24
Fine Arts Seminar	March	64
Margo Jones Theater Doubles Capacity	June	55
Margo Jones Theater Opens	Oct.	40
Metropolitan Schedules Favorites for Dallas	April	70
New Brilliance Promised for Symphony Season	Nov.	79
State Fair Musicals	May	50
Finance		
Booming Dallas Draws Investors	May	82
Dallas and the Big Board	April	44
Dallas Clearing House Eases Banking Operations	April	46
Dominant Dallas: Southwestern Banking Center	April	16
Savings and Loans Index Dallas' Growth	April	42
The Twenty-Year Jump	April	15
General		
Dallas Checks Detroit	Nov.	74
Festivities Mark Southland Center Opening	April	37
Forecast from the Top: Interviews With Top Dallas Businessmen	Jan.	14
Master Plan for Dallas Parks Reflects Vigorous Growth Trend	Oct.	38
A Report on the Agribusiness Survey	Jan.	24
Graphic Arts		
Dallas Becomes a National Publications Center	March	16
Dallas Business Films	March	14
Dallas Never Dormant	March	10
The Expanding Graphic Arts	March	12
History		
1909-1959: Building for the Future	Feb.	9
Fifty Golden Years	Jan.	10
Industry		
Collins Announces Alpha Corp.	April	88
Dallas Conducts a Skill Survey	May	40
Dallas Springs High in Ranks of Headquarters Cities	April	60
DALLAS Visits Muzak	Jan.	22
Facts Behind Dallas' Fantastic Industrial Growth	April	40
First Ads Stress Dallas Business	Oct.	34
IBM and NCR Occupy New Buildings	Nov.	30
Industrial Dallas: Why?	Jan.	16
Levees, Foresight and Progress: The Story of Dallas' Industrial Districts	May	28
Putting Industrial Advertising to Work for Dallas	March	18
Selling Dallas: A Job for Everyone	Nov.	20
Southwestern Bell Expands Dallas Headquarters	Nov.	82
Insurance		
The Company a Philosophy Built	April	27
Insurance and Dallas Grow to New Heights	April	20
Markets		
Dallas Geared to Serve the Modern Buyer	June	32
Expansions Herald Market Growth	Oct.	33
Medicine		
Health Fair	Nov.	56
New Baylor Hospital: Civic Symbol	Nov.	52
St. Paul's Begins Study of Progressive Patient Care	March	72
Metropolitan Area		
Collin County: a Part of the Dallas Metropolitan Area	July	22
Denton County: a Part of the Dallas Metropolitan Area	Aug.	18
Ellis County: a Part of the Dallas Metropolitan Area	Sept.	32
Planning Committee Elects Harold Young	Oct.	60
Three Counties Join Dallas Metropolitan Area	May	36
Oil		
Centennial of American Oil Finds Dallas a World Center	July	12
Dallas Firms Supply and Service World's Oil Industry	July	20
Dallas Gives the U.S. New Developments in Oil	July	16
Sports		
AAA Baseball: Rangers Get Set for a Tough Season	March	20
Another Dallas First: National Finals Rodeo	Dec.	16
Civic Asset: The Cotton Bowl Classic	Oct.	36
Dallas Open Promises Tops in U.S. Golf September 10	Aug.	37
Mighty Gridiron Titans	Dec.	18
Mustangs Promise Explosive Season	Aug.	32
Rodeo Tickets Go On Sale	Nov.	58
SMU Basketball	Nov.	58
State Fair		
A Boy's Eye-View of the Fair	Sept.	26
Fair Exhibits Get New Look	Sept.	23
Fair Park Museums Form Civic Center	Sept.	24
Forty Million Dollar State Fair	Sept.	14
From Tents to Coliseum	Sept.	20
Stars Light State Fair Galaxy	Sept.	18
Supply and Distribution		
Dallas Warehouses Continue to Expand	Oct.	20
Headquarters for Mass Moving	Oct.	24
New Services — New Lines	Oct.	18
Material Handling, Fast Growing Dallas Industry	Feb.	64
Trade Mart Opens	Oct.	30
Transportation		
Dallas Firms Switch to Leasing	Sept.	46
Piggy-Back	Oct.	28
SMU Offers Course in Transportation	June	62
Staying Ahead: Modern Terminals Help Dallas Set Motor Transport Pace	Sept.	28
Stemmons Freeway: A First for the Nation	Nov.	24
The Tortuous Process of Rate Making	Feb.	26
Washington		
The Battle Lines of '59	Feb.	7
The Chairman and the Leadership	Aug.	11
The Chamber and the Congress	Dec.	11
Our Colorful Capital	April	13
The Concept of Economy	Jan.	9
The Imbroglio of Foreign Aid	June	11
Island of Survival	Sept.	13
Preparedness for Peace	March	9
The President and Public Works	Oct.	15

CLASSIFICATION OF CONTENTS

	Issue	Page
The Tangled Web	Nov.	15
Texas and Taxes	July	11
The Trinity and Uncle Sam	May	11

Women In Business

Verna Brock	June	52
Avalyn Carrol	Sept.	82
Mrs. Jessie M. Christiansen	Jan.	35
Estherlee De Haes	Feb.	40
Jo Douglas	April	49
Alta Evans	July	49
Nellie Jo George	Nov.	76
Nelle Johnston	Oct.	43
Charlotte Jones	Dec.	58
Martha Knowles	May	49
Martha McClain	March	49
Kathleen Varner	Aug.	51

World Trade

Air Travel to Mexico Made Easy	May	58
Aloha — Let's Do Business with Hawaii	Oct.	66
Ambassador Ex Officio Appointment Due for Dallas Business Leader	June	72
Get Acquainted With Your Foreign Service Officers	Sept.	96
Institute on Private Investments Abroad	July	50
Ocean Marine Insurance Plays Vital Role in Foreign Trade	Jan.	36
Sell Your Business Abroad	Nov.	62
Sending Shipment to Mexico May Hurt Receiver	April	83
Two-Way Trade and Credit Are Key to Doing Business with Mexico	Feb.	67
Why Fear Imports?	Dec.	56
World Trade Direct Mail Program	Aug.	44
World Trade Must Be Pursued	March	88

Young Men Going Places

Horace Ainsworth	Feb.	62
Rex Beasley	June	74
Devane Clark	March	77
Bill Dunagan	March	77
C. C. Huffhines	March	77
Tom Hughes	Sept.	63
James W. Porter, Jr.	May	86
Bart Rominger	Oct.	76
Dawson Sterling	April	57
Jack Tynes	Nov.	69
Jack Vaughn	July	37
Ray Wallace	Dec.	48